

## Message Text

LIMITED OFFICIAL USE

PAGE 01 GABORO 00600 022302Z

65-60

ACTION USIE-00

INFO OCT-01 EUR-12 AF-06 CIAE-00 EB-07 INR-07 LAB-04

NSAE-00 PA-01 SIL-01 PRS-01 SS-15 NSC-05 EA-06 ISO-00

SAM-01 /067 W

----- 008264

R 021430Z MAY 75

FM AMEMBASSY GABORONE

TO SECSTATE WASHDC 6559

INFO USDOC WASHDC

AMCONSUL JOHANNESBURG

AMEMBASSY PRETORIA

AMEMBASSY MASERU

LIMITED OFFICIAL USE GABORONE 0600

E.O. 11652: N/A

TAGS: BEXP, BC

SUBJECT: BOTSWANA NATIONAL TRADE FAIR

REF: A. MASERU 432-U

B. USIAC 9667 TO MASERU

PASS USIA/IAA FOR MCGINLEY FROM THE AMBASSADOR

1. THERE SEEMS TO BE FUNDAMENTAL CONFUSION ABOUT THE NATURE OF THE BOTSWANA NATIONAL TRADE FAIR AND ABOUT NATURE AND EXTENT OF APPROPRIATE U.S. PARTICIPATION, AND I SOLICIT YOUR ASSISTANCE IN CLARIFYING THESE ISSUES. THE FAIR IS THE MAIN CIVIC EVENT OF THE YEAR IN GABORONE; LAST YEAR IT ATTRACTED OVER 35,000 PEOPLE INCLUDING NUMEROUS FOREIGN DIGNITARIES. BOTSWANA DAILY NEWS OF APRIL 30 CARRIED AN ARTICLE ON THIS YEAR'S FAIR STATING THAT "LARGER CROWDS" THAN LAST YEAR ARE EXPECTED AND THAT "MANY LOCAL AND FOREIGN EXHIBITORS HAVE BEEN INVITED TO PARTICIPATE". PRESIDENT KHAMA, AS USUAL, WILL OPEN FAIR.

2. RESPONSES TO OUR REPEATED REQUESTS FOR HELP HAVE NOT BEEN  
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 GABORO 00600 022302Z

ENTIRELY SATISFACTORY TO DATE. THE TRADE FAIR IS THE ONLY EVENT

OF THIS KIND IN GABORONE, WITH BRITISH, ZAMBIAN, TANZANIAN AND SWAZI PARTICIPATION DEFINITE. THE FAIR COORDINATOR HAS TOLD EMBASSY THAT EXTERNAL AFFAIRS HAS CONTACTED OTHER EMBASSIES ABOUT PARTICIPATION, INCLUDING NEWLY ESTABLISHED PRC DIPLOMATIC MISSION. WE HAVE COMMITTED FOR RENTAL OF PAVILLION ON THE MAIN SQUIRE OF THE FAIR GROUNDS AND HAVE BEGUN LINING UP U.S. FIRMS TO PARTICIPATE. MEMBERS OF USDOC RAILROAD TRADE MISSION WERE VERY ENTHUSIASTIC IN THEIR DESIRE TO PARTICIPATE IN FAIR AND SOME WILL BE SENDING BROCHURES AND WORKING MODELS.

3. WE DO NOT UNDERSTAND RATIONALE BEHIND STATEMENT IN USIA 9667 THAT ANY QTE USIS EXHIBIT SHOULD BE CLEARLY MARKED "UNITED STATES INFORMATION SERVICE" OR "AMERICAN CULTURAL CENTER" TO AVOID ANY POSSIBLE IMPRESSION IT IS AMERICAN OR USG NATIONAL EXHIBIT UNQTE. IRRESPECTIVE OF THE NUANCES, ANY VISITOR TO THE FAIR WHO SEES A USIS EXHIBIT, EITHER WITHIN OR SEPARATE FROM U.S. PAVILLION, WILL ASSUME THE EXHIBIT IS "AMERICAN". IT IS NOT POSSIBLE OR DESIRABLE TO TRY TO CREATE A DIFFERENT IMPRESSION.

4. PARA 3 OF USIA 9667 SAYS THAT USIS FUNDS ARE NOT TO BE USED FOR RENTAL OF SPACE. WE LOOK UPON USIS AS INTEGRAL PART TO OUR TOTAL MISSION IN BLS STATES, AND DO NOT UNDERSTAND NECESSITY FOR "SEPARATE" EXHIBITS OR ATTITUDE ON SHARING RENTAL COSTS OF PAVILLION. EMBASSY HAS NO PLANS TO CONSTRUCT USIS EXHIBIT ELSEWHERE ON FAIR GROUNDS. IF THERE IS TO BE USIS EXHIBIT, IT WILL BE WITHIN U.S. PAVILLION. WITH SOME COOPERATION, WE COULD YET MAKE SUCCESS OF AMERICAN PARTICIPATION IN THIS MAJOR NATIONAL EVENT. IT SEEMS PAINFULLY OBVIOUS THAT ADVERSE COMPARISONS WILL BE DRAWN IF NEWLY ARRIVED PRC AS WELL AS TINY SWAZILAND CAN AFFORD TO PARTICIPATE AND WE CANNOT.

5. WE WOULD BE MOST GRATEFUL IF YOU WOULD GIVE THIS MATTER YOUR CLOSE PERSONAL ATTENTION AND GIVE US THE SUPPORT AND FLEXIBILITY WE NEED TO ACHIEVE OUR IMMEDIATE FAIR OBJECTIVES OF EXCHANGING USG PUBLIC RELATIONS IMAGE IN BOTSWANA, DEMONSTRATING OUR INTEREST IN EXPANDING TRADE AND INVESTMENT, STIMULATING BOTSWANA INTEREST IN AMERICAN TECHNOLOGY AND GENERALLY STRENGTHENING OUR BILATERAL RELATIONS. WE SEE THESE OBJECTIVES AS MUTUALLY REINFORCING AND WOULD VERY MUCH APPRECIATE YOUR HELP.

BOLEN  
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 03 GABORO 00600 022302Z

LIMITED OFFICIAL USE

NNN



## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 02 MAY 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** KelleyW0  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975GABORO00600  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750155-0483  
**From:** GABORONE  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1975/newtext/t19750583/aaaacxsr.tel  
**Line Count:** 107  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION USIE  
**Original Classification:** LIMITED OFFICIAL USE  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** LIMITED OFFICIAL USE  
**Previous Handling Restrictions:** n/a  
**Reference:** 75 MASERU 432-U  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** KelleyW0  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 20 AUG 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <20 AUG 2003 by BoyleJA>; APPROVED <09 DEC 2003 by KelleyW0>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** BOTSWANA NATIONAL TRADE FAIR  
**TAGS:** BEXP, BC  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006